

## **5.9. Continue to promote Montana as a competitive, creative, and viable filming location**

This Strategic Action strengthens Montana's tourism marketing efforts.

### **Recommended Tactics**

#### **MTOT**

- » Continue to promote and administer the Montana film incentive programs (currently Big Sky on the Big Screen Act and the Montana Big Sky Film Grant).
- » Continue to apply the incentive programs in a targeted and cost-effective way.
- » Support legislative extension of the Big Sky on the Big Screen Act, recommending any modifications to improve competitiveness of Montana or cost-effectiveness of the incentive programs.

### **Regions, CVBs, Communities, Tribes, Businesses & Organizations**

- » Continue to collaborate with MTOT and support efforts to attract filming to your area.

### **Indicators of Success**

- » Film promotion and incentives have been allocated strategically to projects that offer a significant degree of positive exposure for Montana. Projects receiving support show a net positive economic impact in the state.

### **Background & Rationale**

MTOT's film promotion office has successfully used targeted support rather than joining a "race to the bottom" by trying to compete with subsidies from large-budget states. Continuing to quantify the exposure generated through these activities and consistently pursuing cost-effectiveness in these programs will help maintain legislative support for their continuation.